may 9
1949

Fashion Calendar 1949

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING FRIDAY, MAY 6, 1949

Friday May 6 10:30 A.M.	MILLINERY SHOW AT OPENING OF BELMONT	MILLINERY FASHION BUREAU (2 W. 46TH)	BELMONT RACE TRACK ELMONT, L. I.

"They're Off At Belmont" -- showing of millinery fashions by the following designers at the opening of Belmont Race Track: Anita Andra, Braagaard, Hattie Carnegie, Chanda, Lilly Dache, Emme, Peg Fischer, Walter Florell, Mago Hayes, Irene, John Frederics, Mr. John, Lenesta, Helen Liebert, Laddie Northridge, Mme. Pauline, Florence Reichman, Eve Tartar, Sally Victor. Models will parade through the grandstand, with hats entered to "win, place, and show". Luncheon in clubhouse at 12:30 P.M. By invitation only. Publicity: Mary Kelley, LU. 2-2250.

Saturday May 7 12:30 P.M. Luncheon	SUB-TEEN SUMMER FASHION SHOW	PETITEEN	CHIN LEE RESTAURANT 1604 BROADWAY

A repeat performance of the Petiteen Summer fashion show will be given at a luncheon sponsored by the Girl Scouts of America. Attendance strictly by invitation. Publ.: Renee Isaacs, Jack Berman Co., Inc., MU. 9-1546.

May 8 — MOTHER'S DAY (Sunday). Theme: "Everybody's In Love With Mom!"

WEEK BEGINNING MONDAY, MAY 9, 1949

Week Of May 9 10:00 A.M.- 5:00 P.M.	DOROTHY COX'S SUMMER COLLECTION	LORD & TAYLOR	5TH FLOOR

Lord & Taylor will present the third in a series of designers' collections, with a showing of Dorothy Cox's Summer fashions. Models on stationary mannequins will be grouped according to fabric and pattern along the entire front of the 5th floor. Next showing by Brigance, May 18. Each designer will appear on the first day of his showing from 2:30 P.M. to 5:00 P.M. Open to public. Publicity: Gloria Carr, WI. 7-3300.

Monday May 9 12:30 P.M.- 2:30 P.M.	FASHION SHOW ABOARD UNITED AIRLINES' DC-6	ALEXANDER S. GROSS & BROTHER, INC.	UNITED AIRLINES TERM. 42ND & VANDERBILT AVE.

"Sun-Seeker Fashions Follow the Sun", fashion showing aboard a United Airlines' DC-6 will be presented by Alexander S. Gross and Brother, Inc., manufacturers of "Grosscraft" and "Sun-Seeker" dresses. Commentator: Nancy Craig, broadcasting over Station WJZ and a nation-wide hookup. Complete transportation facilities will be provided. Attendance by invitation. Contact: Viola Sylbert, Saul Krieg Assoc., LU. 2-1815.

Monday May 9 1:00 P.M. Luncheon	"SUDDENLY IT'S SUMMER" FASHION SHOW LUNCHEON	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF

Summer fashions by the Tailored Woman will be presented during luncheon. This will be the first luncheon fashion show at the St. Regis Roof for the Summer season. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 9 5:00 P.M.- 8:00 P.M. Cocktails	PRESENTATION OF NEW LIPSTICK AND MAKE-UP	LADY ESTHER	HOTEL PLAZA RENDEZVOUS ROOM
	"Kiss and Make-Up" -- presentation of a new "Complete" Make-up (Creme) and new lipstick colors by Lady Esther. Showing promptly at 6:30 P.M. Adrian fashions (courtesy of Gunther-Jaeckel); Kiss and Make-Up hat by John Frederics; bathing suit by Cole of California; jewelry by Castlecliff. Commentator for fashion show: Maggi McNellis. Guest commentator: Henry Morgan, for demonstration of new make-up being applied under water. Attendance by invitation only. Publ.: Robert S. Taplinger & Assoc.,PL. 9-7979.		
Beginning Monday May 9 - May 14	COSTUMES OF 1870 IN COTTON WEEK DISPLAY	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Exhibit of mother & daughter dresses in cotton pique, with the lavish yardage of 1870, in authentic costumes from the Traphagen Museum collection. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.		
May 9- May 14	NINETEENTH ANNUAL NATIONAL COTTON WEEK		
	Contact: Charles K. Everett, Cotton-Textile Institute, Inc., WA. 5-4004.		
Tuesday May 10 9:30 A.M. Breakfast	VACATION TIME SHOE FASHIONS	JOYCE SHOES AT B. ALTMAN & CO.	ALTMAN'S 8TH FLOOR CHARLESTON GARDENS
	Informal showing for the newspaper and syndicate press of the 1949 line of Joyce Summer shoes at Altman's. Attendance strictly by invitation. Altman Publ.: Etta Daub, MU. 9-7000. Joyce Publ.: Mary Marsh, PL. 9-2675		
Tuesday May 10 12:00 Noon Luncheon	PRESS PREVIEW OF FALL FASHIONS	SHAMOKIN WOOLEN MILLS	WALDORF-ASTORIA JANSEN SUITE
	Shamokin Woolen Mills invites the fashion press to view its Fall Woolens in fashions by leading designers. Attendance by invitation only. Publicity: Claire A. Wolff, LO. 4-7230.		
Tuesday May 10 1:00 P.M.	FASHIONS FOR VACATION AND TRAVEL WEAR	TRAVEL BUREAU OF N. Y. DEPT. OF COMMERCE	GRAND CENTRAL TERM. EAST BALCONY
	Press preview and fashion show sponsored by the N.Y. State Department of Commerce Travel Exhibit and Information Center, showing vacation and travel fashions for the various seasons at different price ranges. Shows will run about 45 minutes, and the first show will include a group of knitted and non-crushable travel dresses and suits. Open to public (free) from May 11 to May 27, Monday through Friday. Producers: Martin Stern, Dir. of the Swim For Health Ass'n.; and Mary Kelley, Dir. of Millinery Fashion Bureau, who will be in charge of styling and coordination of clothes and millinery. Contact: Martin Stern, VA. 6-0543.		
Tuesday May 10 - May 12 3:00 P.M.	SUMMER FASHION PRESENTATIONS	MARTIN'S BROOKLYN	HOTEL ST. GEORGE GRAND BALLROOM
	Martin's will present a three-day fashion show in connection with Brooklyn Week for the Blind. A complete showing of Summer fashions for misses, women and children. Showing on May 10 and May 11 at 3:00 P.M.; May 12 at 9:00 P.M. Open to public. Publicity: Kay Connelly, TR. 5-3100.		
Wednesday May 11 9:30 A.M. Coffee	PRESS SHOWING OF FALL LINGERIE LINE	JOHN W. HENSON & SONS	500 FIFTH AVENUE ROOM 330
	Henson of Texas will present their Fall nylon and rayon tricot lingerie line to the press, introducing the Henson Juniors line. Attendance by invitation. Publicity: Jean Graham, LO. 4-5156.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 11 12:30 P.M. Luncheon	PREVIEW OF FALL FASHIONS IN LINGERIE	M. C. SCHRANK CO. (EMPIRE STATE BLDG.)	HOTEL PIERRE COTILLION ROOM
	M. C. Schrank will present lingerie for Fall in nylon, cotton, rayon and flannelette. By invitation only. Publ.: Norma Rambach Reese, LA. 4-4282.		
Wednesday May 11 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT BENEFIT SHOW	SYDELL (666 FIFTH AVENUE)	HOTEL ASTOR ROOF
	Showing of Summer fashions by Sydell at a luncheon for the benefit of the Sarah Holland League. Tickets: $6.50. Contact: Mrs. H. Sherman, GE. 4-8379. Sydell Contact: PL. 8-0892.		
Wednesday May 11 1:00 P.M. Luncheon	CRUISEWEAR AND DRESSES AT LUNCHEON SHOW	MARGARET NEWMAN ORIGINALS (525 SEVENTH AVENUE)	WALDORF-ASTORIA SERT ROOM
	Margaret Newman will present a collection of Summer clothes which will be available at The Cotton Shop. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Margaret Newman Publicity: Bettie Hurst, LA. 4-4278. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday May 11 1:00 P.M. Luncheon	BENEFIT SHOWING OF SUMMER FASHIONS	CAMP LEAGUE FOR UNDER-PRIVILEGED CHILDREN	HOTEL PLAZA GRAND BALLROOM
	Cruisewear and dresses by Margaret Newman will be presented at a luncheon show for benefit of Camp League for Underprivileged Children. Tickets: $6.50; contact: Mrs. Sol Leibner, DE. 2-8586. Margaret Newman Publicity: Bettie Hurst, LA. 4-4278.		
Thursday May 12 11:00 A.M.	PRESS PREVIEW: "SUN AND SURF SHOP"	OHRBACH'S	3RD FLOOR
	Preview of Summer fashions at the opening of Ohrbach's "Sun and Surf Shop". (Please use 841 Broadway entrance). Attendance by invitation. Publicity: Mark Klauser, SP. 7-9000.		
Thursday May 12 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	"Textile Tonic -- On Stage with Decorative Fabrics" will be the subject of the Fashion Group's Home Furnishings luncheon meeting. Speakers from "House and Garden" and "House Beautiful". Fabrics will be on display from 11:30 A.M. Chmn. of Home Furnishings Div.: Melva Chesrown. Price (including tax and tip): $3.25 for members; $3.75 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.		
Thursday May 12-June 9	MISS AMERICA TOUR SHOWING SWIM SUITS	CATALINA	TEN STORES IN DIFFERENT STATES
	Miss America will present Catalina swim suit fashion shows, from May 12 to June 9, in the following ten stores: Dayton's, Minneapolis; Younkers, Des Moines; Famous Barr, St. Louis; Loveman, Joseph & Loeb, Birmingham; Hecht's, Washington; Gimbels, Philadelphia; Jordan Marsh, Boston; Kresge, Newark; Miller Bros., Chattanooga; Mandel Bros., Chicago. Publicity: Rosemary Sheehan, CI. 7-8060.		
Friday May 13 3:30 P.M. Cocktails	"LUCKY FOR YOU!" FALL FASHION SHOW	MURRAY SICES, INC. (252 WEST 37TH ST.)	WALDORF-ASTORIA SERT ROOM
	"Lucky for You!" fashion show - presenting the Murray Sices original Fall line of suits for the "in between sizes" (sizes 12½ to 26½). Master of Ceremonies: Jay Jackson, radio commentator. Attendance by invitation. Contact: Olga Paracka, Sterling Advertising Agency, LO. 5-4610.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday May 14 1:00 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT SHOW	SYDELL (666 FIFTH AVENUE)	ESSEX HOUSE COLONNADES ROOM
	Sydell will present suits, cocktail and evening fashions at a showing for the benefit of the Camp Moonbeam Goodwill League. Tickets: $6.50. Contact: Mrs. Kahn, IL. 4-4683. Sydell Contact: PL. 8-0892.		
Saturday May 14 1:30 P.M. Luncheon	SHOW FOR BENEFIT OF CANCER FUND	NANTUCKET NATURALS	RITZ CARLTON HOTEL BALLROOM
	Summer Fashions by Nantucket Naturals will be presented at a luncheon by the Flatbush Chapter of the National Cancer Fund. Tickets: $6.50; contact: Mrs. Feit, GE. 6-5963. Publicity: Rosamund Hanscom, TE. 8-8000.		
Monday May 16 1:00 P.M. Luncheon	BENEFIT FASHION PRESENTATION	MARIE-YATES	WALDORF-ASTORIA SERT ROOM
	Showing of Summer fashion by Marie-Yates for benefit of Camp Nyda (for diabetic children). Hats from Dorothy Gordon. Tickets: $10.00. Contact: Mrs. Pommer, EN. 2-2485.		
Monday May 16 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOW	CIRONE (783 MADISON AVENUE)	ST. REGIS HOTEL ROOF
	Luncheon showing of custom-made originals by Cirone, featuring town and resort fashions. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Cirone and St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Monday May 16- May 21 1:00 P.M.- 10:30 P.M.	FIRST NATIONAL CHILDREN'S EXPOSITION	"OUR CHILDREN'S WORLD"	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
	"Our Children's World" National Exposition will present modern and successful techniques in care, feeding, training, clothing and play for children, from infants to the age of twelve. There will be exhibits of infants' and children's apparel and products; a continuous program of entertaining and instructive movies, lectures and demonstrations. Admission: 60¢. Publicity: Horace L. Lyon, PL. 9-8559.		
Monday May 16 6:00 P.M.	PRESENTATION OF BRAND NAME CLOTHES	GIMBELS	3RD FLOOR
	Gimbels will present their annual showing of famous brand name Spring and Summer casual and town dresses. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.		
Tuesday May 17 10:00 A.M. All Day	ANNUAL JUVENILE FASHION CLINIC	PARENTS' MAGAZINE	HOTEL ASTOR GRAND BALLROOM
	Parents' Magazine will present their infants' and children's wear fashion clinic for retail stores and resident buying office executives. Tickets: $17.50 for entire day; $12.50 for morning clinic; $6.00 for luncheon alone. Contact: Monroe Michels, Promotion Director of Parents' Magazine 52 Vanderbilt Avenue, MU. 5-4400.		
Tuesday May 17 12:00 Noon- 2:00 P.M. Buffet Luncheon	BUFFET LUNCHEON FOR THE PRESS	TRIFARI, KRUSSMAN & FISHEL	16 EAST 40TH STREET FOURTH FLOOR
	Inaugural party for the press in honor of the dedication of Trifari, Krussman and Fishel's new home at 16 East 40th Street (formerly at 377 Fifth Avenue). Buffet luncheon from 12:00 Noon to 2:00 P.M. Attendance by invitation. Publicity: Viola Shefer, PL. 3-3173.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 17- May 19	ANNUAL TOILET GOODS CONVENTION	TOILET GOODS ASS'N (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA
	The presentation of the Charles S. Welch Awards for Packaging, Merchandising and Advertising will highlight the opening day. There will be business meetings and luncheon meetings on all three days for members and non-members. Admission: $8.50 each day; $22.50 for the 3 days. Contact: Edward D. Russell, PE. 6-1100; or J. W. Thayer, MU. 6-4300.		
Wednesday May 18 9:30 A.M. Breakfast	PRESS SHOWING OF FALL SUITS	LILLI-ANN OF SAN FRANCISCO	PARK LANE TAPESTRY ROOM
	Preview for the press of Fall suits, presented by Lilli-Ann of San Francisco during breakfast. Attendance by invitation only. Publicity: Edith Rubin of Botsford, Constantine, and Gardner, BR. 9-4845.		
Wednesday May 18 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER FASHIONS	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
	Russeks "plants a garden of Summer fashions abloom with color" during luncheon. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday May 18 2:30 P.M.	SHOWING OF FASHIONS FOR SUMMER WEAR	MARTIN'S BROOKLYN	CASUAL 5TH FLOOR
	"The Sun-Total of Fashion" showing Summer costumes for town, country, play and evening wear. Open to public. Publ.: Kay Connelly, TR. 5-3100.		
Wednesday May 18 3:30 P.M. Cocktails 4:00 P.M. Show	PRESS PREVIEW OF FALL COLLECTION	CHAS. KUPERSTEIN, LTD. (LONDON, ENGLAND)	SHERRY-NETHERLAND FIFTH AVE. & 59TH ST.
	Mr. C. Charles, Managing Director of Chas Kuperstein, Ltd., will open his Fall collection for 1949 of Koupy Models, misses coats and suits, at a press preview. By invitation only. Trade showing, beginning Thursday, May 19, at 10:30 A.M. and 2:30 P.M. daily. Contact: Dorothy V.E. Smee, 175 Fifth Avenue, GR. 7-0758.		
Thursday May 19 12:00 Noon Informal Luncheon	PRESS SHOWING OF INTRA-CURL HAIR CUT	FASHION FUTURES (MARGUERITE E. BUCK)	724 FIFTH AVENUE SUITE 1007
	Marguerite E. Buck will demonstrate her unique, patented Intra-Curl Cut, showing how it restores natural wave to the hair. This will be introduced by leading salons throughout the U.S., Canada and Europe. A number of well-known fashion personalities who have been wearing Mrs. Buck's haircut will also be present. Attendance by invitation. Publicity: Jane Sherrard, Fashion Futures, PL. 7-6678.		
Thursday May 19 2:00 P.M. Cocktails And 5:30 P.M. Cocktails	VELVETEEN & CORDUROY FALL FASHION SHOW	MERRIMACK MFG. CO. (1450 BROADWAY)	WALDORF-ASTORIA WEDGWOOD ROOM
	The Merrimack Manufacturing Company will present their velveteen, corduroy and rayon-wool blends in Fall daytime, sports, evening and hostess fashions from: Chee Armstrong, Louella Ballerino, Travis Banton, Brigance, L. Brogan, Hattie Carnegie, Oleg Cassini, Ceil Chapman, Jo Copeland, Ruth Fair, Howard Greer, Edith Head, Merry Hull, Joel, De De Johnson, I.Magnin & Co., Philip Mangone, Monte-Sano & Pruzan, Neiman-Marcus, Toni Owen, Ben Wallace, Joseph Whitehead. Commentator: Maggi McNellis. Attendance by invitation only. Press and Retailers: 2:00 P.M. show (televised). Manufacturers: 5:30 P.M. show. Contact: Mildred E. Pfeifer, Robert B. Grady Co., AL. 4-3660.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 19 3:30 P.M.; 8:30 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL ASTOR BALLROOM
	Winning designs by students of Parsons School of Design will be presented at their twenty-fifth annual fashion show. Admission to afternoon showing: $1.20; evening showing: $1.80. Contact: Elizabeth Wenig, PL. 8-2943.		
Monday May 23 10:30 A.M.	SECOND POPULAR PRICED SHOE FASHION SHOW	SHOE CHAIN STORES; SHOE & LEATHER ASS'N	HOTEL STATLER GRAND BALLROOM
	Preview of popular priced Fall shoe fashions for press and trade, sponsored by the National Association of Shoe Chain Stores and the New England Shoe Association during Market Week, May 23 - May 28. Produced by Tom Lee. Association headquarters: 51 East 42nd Street, MU. 2-8705. Fashion Director and Publicity: Mimi Aleinikoff, PL. 7-8290.		
Monday May 23 1:00 P.M. Luncheon	CASHMERE SWEATERS AT LUNCHEON SHOW	PRINGLE OF SCOTLAND	ST. REGIS HOTEL ROOF
	Pringle of Scotland will present cashmere sweaters for playtime, daytime and evening wear; color coordinated skirts; and tweed and cashmere coats. These will be featured by Bonwit Teller, B. Altman and leading stores and specialty shops. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Pringle Publicity: Evelyn Wade or George N. Kahn, BR. 9-6950. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Monday May 23 2:00 P.M.- 7:00 P.M. Cocktails	OPEN HOUSE FOR TRADE AND CUSTOMERS	TRIFARI, KRUSSMAN & FISHEL	16 EAST 40TH STREET 4TH FLOOR
	The trade and customers will be invited to an inaugural party in honor of the informal dedication of the new home of Trifari, Krussman and Fishel at 16 East 40th Street. Publicity: Viola Shefer, PL. 3-3173.		
Tuesday May 24 12:30 P.M. Box Luncheon	PRESS PREVIEW OF FALL FASHIONS	SIGMUND CRANE	498 SEVENTH AVENUE SHOWROOM--15TH FLOOR
	Sigmund Crane presents his Fall Collection of high fashions priced for the "Middle Millions", to retail from 20 to 40 dollars. Press by invitation. Publicity: Ruth Hammer Associates, EL. 5-6043.		
Tuesday May 24 1:00 P.M. Luncheon	VACATION FASHIONS AT LUNCHEON SHOW	THE TAILORED WOMAN	WALDORF-ASTORIA STARLIGHT ROOF
	The Tailored Woman will present vacation fashions at a luncheon show. (Note change of date). Press by invitation. Public by reservation; contact: "Frank", EL. 5-3000. Tailored Woman Publ.: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publ. Office: Annette Goodrich, EL. 5-3000.		
Tuesday May 24 1:30 P.M. Luncheon	BENEFIT FASHION SHOW BY MARGARET NEWMAN	BENEFIT OF DENVER HOME FOR ASTHMATIC CHILDREN	TAVERN ON THE GREEN CENT. PK. W. AT 67TH
	Summer clothes by Margaret Newman at a luncheon show for benefit of the Denver Home for Asthmatic Children. Contact: Claire Leiban, UL. 9-0688. Margaret Newman Publicity and Commentator: Bettie Hurst, LA. 4-4278.		
Beginning Tuesday May 24- May 27	"PAIR-OFF SEPARATES" DESIGNED IN CALIFORNIA	KORET OF CALIFORNIA	GOTHAM HOTEL PRIVATE SUITE
	Koret of California will present Stephanie Koret's Fall sportswear collection, emphasizing "Pair-Off Separates". Director of showing and Publicity for Koret of California: Al Citron. Attendance by invitation or by appointment. Contact: Alice White, Abbott Kimball, PL. 3-9600.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
May 30	MEMORIAL DAY (Monday) Legal Holiday.		
Wednesday June 1 9:30 A.M. and 2:30 P.M.	THIRTEENTH ANNUAL COLLEGE CLINIC	MADEMOISELLE	HOTEL ROOSEVELT BALLROOM
	Mademoiselle presents its 13th Annual College Clinic, a preview of fashions from the August College issue. By invitation only for Mlle's official tie-in stores, which have already been notified. Contact: Wilma Libman Bell, Promotion Director, MU. 3-8910.		
Wednesday June 1 4:30 P.M. Cocktails	PRESS SHOWING: FALL AND WINTER COLLECTION	McMULLEN-LEAVENS CO.	HOTEL PLAZA BALLROOM
	Private showing for the press of McMullen's new Fall and Winter collection. Seating from 3:30 P.M. Showing promptly at 4:30 P.M. Strictly by invitation, which must be presented at the door. (SHOWING TO THE TRADE AT McMULLEN'S SHOWROOM, 475 FIFTH AVENUE, ON THURSDAY, JUNE 2, AT 10:30 A.M. AND 2:30 P.M.) Publicity: Isabella Crawford, MU. 3-9560.		
Thursday June 2 10:30 A.M.	PRESS SHOWING OF FALL SPORTSWEAR	del MAR SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Preview of del Mar Fall Sportswear designed by Clifford. Attendance by invitation only. Preview for trade at 2:30 P.M. on Thursday, June 2; and 10:30 A.M. on Friday, June 3. Continuous showings for the trade beginning Monday, June 6. Publicity: Mildred Kaldor, MU. 9-5420.		
Friday June 3 1:00 P.M. Luncheon	ORIGINAL DESIGNS AT BENEFIT LUNCHEON	BENEFIT DANISH-AMERICAN WOMEN'S ASSOCIATION	WALDORF-ASTORIA WEST BALLROOM
	A fashion show presenting dresses and suits by Helen de Huene and hats by John Frederics will be given at a benefit luncheon show. Tickets: $4.00. Contact: Miss Jardane, 16 West 58th Street, PL. 9-1350.		
Week Of June 6	OPENING OF FALL SPORTSWEAR LINES	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
	Members of the Sportswear Guild include: ADLER & ADLER, INC.; DAVIDOW; DAVID M. GOODSTEIN, INC.; KANE-WEILL; MUTUAL-ROSENBLOOM CO.; CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG; SPORT-CRAFT, INC.; STAR-MAID DRESSES, INC. Contact individual manufacturers.		
Beginning Monday June 6	OPENING OF FOGA FALL COLLECTIONS	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS
	The FOGA Collections will be shown for a two-week period with about the same number of firms opening in each of the two weeks. Guild members who will present their lines include:		
	HANSEN BANG, INC.	JOSEPH HALPERT, INC.	PARNIS-LIVINGSTON, INC.
	BEN BARRACK, INC.	HORWITZ & DUBERMAN, INC.	BEN REIG, INC.
	WILLIAM BASS DRESS CO.	INTERNATIONAL DRESS CO.	RUDOLF GOWNS
	CAPRI FROCKS, INC.	JUNIOR LEAGUE FROCKS, INC.	PAUL SACHS ORIGINALS
	CARLYE DRESS CORP.	NAT KAPLAN	MARTIN SIMON, INC.
	DEITSCH, WERSBA & COPPOLA	CHARLES LANG, INC.	HERBERT SONDHEIM, INC.
	ED GERRICK, INC.	DAVID LEONARD & LEVINE	FRANK STARR, INC.
	A. GOODMAN & CO., INC.	MARY LEE, INC.	SUZANNE-AUGUSTINE
	GRABOIS	NATHAN-STRONG, INC.	JANET TAYLOR
	FRED GREENBERG DRESS CO.	PAUL PARNES CORP.	HANNAH TROY, INC.
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday June 7 10:30 A.M.	OPENING OF FALL COLLECTION	MARIA KRUM	41 WEST 56TH STREET SHOWROOM
	Maria Krum will present her Fall collection of trotteurs, afternoon, and evening fashions beginning Tuesday, June 7, at 10:30 A.M., and daily thereafter. Contact: Julie O'Sullivan, CI. 7-3060.		
Tuesday June 7 12:15 P.M. Luncheon	SPECIAL LUNCHEON FOR REGIONAL DIRECTORS	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BELVEDERE ROOM
	The Fashion Group's Regional Directors will participate in a panel discussion. More details later. Price (including tax and tip): $3.00 for members; $4.00 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.		
Tuesday June 7 12:30 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW	MILLINERY DESIGNERS LEAGUE	WALDORF-ASTORIA STARLIGHT ROOF
	Semi-annual luncheon showing by the Millinery Designers League with a presentation of advance Fall hats. Press by invitation. Luncheon tickets available to the trade. Tickets: $12.50. Contact: Anne Hoerer, PE. 6-8444.		
Tuesday June 7 12:30 P.M. Luncheon	TWELFTH ANNUAL GRADUATION LUNCHEON	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
	Awarding of certificates to graduates, and fifth annual presentation of "Mehitabel", the Tobe-Coburn Alumnae Award. Contact: Mrs. Esther Andrews, PL. 3-0773.		
Tuesday June 7 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER CAREER ISSUE	GLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM
	Fashion show to preview "Glamour" Magazine's September 1949 Career issue, and to announce the winners of the Glamour Survey, "Ten Girls With Taste". Press by invitation. Tickets limited to "Glamour" tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, LE. 2-7500.		
Wednesday June 8 4:00 P.M.- 7:00 P.M. Cocktails	NINTH ANNUAL NATIONAL SEWING CONTEST	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
	The National Needlecraft Bureau will present a fashion show of garments entered in the Ninth Annual National Sewing Contest. Presentation of National First Prizes to eight top prize winners. Attendance by invitation only. Contact: Grace Turner, Director, Women's Department, Win Nathanson & Associates, Inc., MU. 2-6560.		
Wednesday June 8 4:15 P.M. Cocktails	FASHION SHOW: PREVIEW OF SEPTEMBER ISSUE	CHARM MAGAZINE	HOTEL PLAZA GRAND BALLROOM
	Preview of Charm's September issue at a cocktail show. For Charm tie-in stores, by invitation only. Publicity: Eloise Rey, MU. 3-8910.		
Thursday June 9 5:00 P.M. Cocktails Buffet	SEMI-ANNUAL MERCHANDISE AND FASHION CLINIC	MIRON MILLS, INC. (51 MADISON AVENUE)	HAMPSHIRE HOUSE COTTAGE
	Miron will hold its semi-annual Merchandise and Fashion Clinic to introduce the Fall fabrics collection. Attendance by invitation only for Miron's franchised piece goods stores and fabric press. Publicity: Mrs. Eleanor W. Howard, Promotion Director, LE. 2-8340.		
Monday June 13 1:00 P.M. Luncheon	MIDSUMMER FASHIONS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
	Showing of Midsummer fashions by Russeks. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Publicity: Mary Alice Rice, CI. 6-1790.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 16 3:30 P.M. Cocktails	PRESS SHOWING OF FLEXEES	ARTISTIC FOUNDATIONS "FLEXEES"	417 FIFTH AVENUE SHOWROOM - 6TH FL.
	Artistic Foundations--Flexees, Inc.--will present a Fall showing for the press. A new line of sportswear will be included with these foundations. Cocktails at 3:30 P.M. Showing at 4:00 P.M. Attendance by invitation only. Publicity: Bee Bradshaw, Artistic Foundations, MU. 9-2100.		
Thursday June 16 8:30 P.M.	SECOND ANNUAL DESIGNERS' FASHION SHOW	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	HOTEL ASTOR GRAND BALLROOM
	For the second time, members of the Society (formerly Guild) of New York Dress Designers, Inc. will present a comprehensive showing of Fall fashions based on a single theme. Included will be the work of designers from sportswear, daytime, evening and wedding houses which produce all sizes and represent all price ranges. Theme and title of show will be announced later. Tickets: $10.00; contact: Mrs. Hazel L. Rice, WI. 7-5681. Press by invitation only. Publicity and staging: Charlotte Parker, MU. 8-4410.		
June 19	FATHER'S DAY (Sunday).		
June 20- June 24	FALL CORSET AND BRASSIERE WEEK. Contact: Jed Sylbert, 200 Fifth Avenue, MU. 3-1593.		
June 20- June 25	SWIM FOR HEALTH WEEK. Publicity: Martin Stern, VA. 6-0543.		
Tuesday June 21 2:30 P.M.	SHOWING OF "COMPLAINT-FREE-CLOTHES"	NATIONAL RETAIL DRY GOODS ASSOCIATION	HOTEL STATLER GRAND BALLROOM
	A fashion show featuring "Complaint-Free-Clothes" will be sponsored by the NRDGA in conjunction with its Merchandising Division Convention, June 20 - June 21. The show will be produced in cooperation with the fashion editorial staff of "Good Housekeeping" magazine and the textile division of Good Housekeeping Institute, and will be based on fashion correctness, serviceability, fabric performance and promotion possibilities. Attendance by invitation only. Publ.: Dane Hahn, CH. 4-8780.		
Wednesday June 22 7:00 P.M. Cocktails Dinner	ANNUAL RAINWEAR FASHION SHOW	NEW YORK RAINCOAT MANUFACTURERS ASSN.	WALDORF-ASTORIA GRAND BALLROOM
	The N. Y. Raincoat Mfrs. Association will present Fall Rainwear at their fourth annual fashion show and dinner for press and buyers. By invitation only. Publicity: Renee Isaacs, Jack Berman Co., Inc., MU. 9-1546.		
Tuesday June 28 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALLROOM
	The Fashion Group will present Fall accessories at a fashion show. Chairman of Accessories Division: Marjorie Schlesinger. More details later. Price (including tax and tip): $4.00 for members; $4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.		
Wednesday June 29 4:30 P.M. Cocktails 5:00 P.M. Show	"HELLER HIGHLIGHTS" SEMI-ANNUAL FASHION SHOW	HOUSE OF HELLER (411 FIFTH AVE.)	HOTEL AMBASSADOR TRIANON ROOM
	The House of Heller will present its semi-annual fashion show featuring the Fall collection of "La Tausca" simulated pearls and "Dorel" costume jewelry. Showing promptly at 5:00 P.M. Attendance by invitation only. Commentator: Faith Keane. Publ.: Ruth Lerner, OR. 9-3350.		

MUSIC...MOVIES...THEATRES...TELEVISION

Friday
May 6
4:00 P.M.-
4:30 P.M.

TELEVISION: "IT'S SEWING TIME" WOMAN'S WORLD TV WNBT, CHANNEL 4
Premiere of a weekly television show, sponsored by Butterick Pattern Co., Onondaga Silk Co., Dumari Textile Co., Domestic Sewing Machines. Program will be presented by Elaine Bassett, model; and John Shay, actor. A shopping service for fabrics and patterns; viewers may order by number. Give-away color cards available upon request. Retail outlet: James McCutcheon & Co. Producer: Kay Bardsley. Publicity: Marjorie Fisher, CI. 5-4262.

Monday
May 9
8:30 P.M.

PREMIERE: DEVIL IN THE FLESH" (Movie) PARIS THEATRE, 4 WEST 58TH STREET
Benefit American premiere of the French film based on "Le Diable Au Corps" by Raymond Radiguet, starring Micheline Presle and Gerard Philipe. Producer: Paul Graetz. Director: Claude Autant Lara. Also, the documentary film "A Visit with Maillol", the sculptor. Entire receipts of premiere for five French relief charities. Tickets: $5.00; thereafter, 85¢ to $1.50. Publicity: Lillian Gerard, PL. 5-3760.

Tuesday
May 10

OPENING: "GAYDEN" PLYMOUTH THEATRE, 45TH ST.W. OF B'WAY
Gant Gaither is producer of this psychological drama which stars Fay Bainter, with Jay Robinson, Clay Clement, Ottilie Kruger and Carol Wheeler. Director: Lex Richards. Sets: Willie Knighton. Costumes: Emeline Roche. Publicity: Lipsky-Bloom, CH. 4-5185.

Wednesday
May 11

PREMIERE: "THE STREETS OF LAREDO" (Movie) PARAMOUNT THEATRE, B'WAY AT 43RD ST.
Paramount's release of a technicolor western story concerning three badmen and their eventual redemption at the hands of the Texas Rangers. Starring William Holden, William Bendix, Macdonald Carey. Producer: Robert Fellows. Director: Leslie Fenton. Costumes: Mary Kay Dodson. Publicity: Rex Taylor, BR. 9-8700.

Wednesday
May 11
9:00 P.M.-
9:30 P.M.

TELEVISION: "FASHIONS ON PARADE" TOP PRODUCTIONS, WJZ-TV, CHANNEL 7
"They're Off"--second in new television series sponsored by Lord and Taylor featuring vacation clothes by Duchess Royal, Star-Maid, Lawrence of London, Raymodes and Amelia Earhart luggage, Lemington Hat Co., Newton Elkin shoes, Jana handbags, Faberge perfume, Wear Right gloves, Laros lingerie. Commentator: Adelaide Hawley. Publicity for Lord and Taylor: Gloria Carr, WI. 7-3300. Publicity for TOP: Marion Mondshein, MU. 7-0272.

Thursday
May 12

PREMIERE: "HOME OF THE BRAVE" (Movie) VICTORIA THEATRE, B'WAY & 46TH STREET
United Artists' release of Screen Plays Corp. presentation based on Arthur Laurents' Pulitzer Prize-winning play of racial prejudice. Doctor's humaneness restores faith for negro G.I. All-male cast. Producer: Stanley Kramer. Director: Mark Robson. Publicity: Tess Michaels, CI. 5-6000.

Thursday
May 12

PREMIERE: "THE SUN COMES UP" (Movie) CAPITOL THEATRE, B'WAY AT 51ST STREET
MGM's technicolor production about a concert singer who withdraws from life after the death of her husband and son. Starring Jeanette MacDonald, Lloyd Nolan, Claude Jarman, Jr., Lassie. Producer: Robert Sisk. Director: Richard Thorpe. Costumes: Irene. Publicity: Herbert Crooker, LU. 2-2000.

Thursday
May 12

PREMIERE: "THE STRATTON STORY" (Movie) RADIO CITY MUSIC HALL, 6TH AVE.&50TH
MGM's release of the story of Monty Stratton, ill-fated pitcher of the Chicago White Sox, starring James Stewart, June Allyson, Frank Morgan and Agnes Moorhead. Producer: Jack Cummings. Director: Sam Wood. Costumes: Helen Rose. Publicity: Herbert Crooker, LU. 2-2000.

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